Statistical Dimension Identification and Implementation for Student Progression System

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Abstract- e-Commerce is a emerging platform where the business are brought into the next level in modern business industries like Manufacturing, Banking, Tourism ,Hospitality and other service providers in India. The upcoming business players are adopting multi dimensional approach to reach the path of success. The major challenges and task of all kind of business is to maintain the large customer forum to make the industry healthy. The CRM is a most popular method to strengthen the business and customer value to reach the point of success. This study is the attempt to bring the challenges, needs and importances of e-commerce by adopting appropriate applications and tools. We brought some recommendations and conclusion based on findings to shape the industry to meet the global antagonism.

Keywords- e-banking, Business and Customer.

1. INTRODUCTION

In the history of Indian banking system, the last decade has turned into the different direction towards technological advancement and modern application with the help of information technology which control the entire world and playing as a role of pioneer in any kind of industry to make the work is easy and flexible. Now a day's all the industries mainly the industry of banking survives and reaching the path of success by adopting innovated technologies and software to compete others in its industry. Today's Information technology has changed the business in the form of smart and fast accessible concern with excellence in their work . All the trends in IT sector are then discussed to see their relevance to the status of Indian banks. Banking sector always stand at the forefront of the economy and innovation has paramount concern to the application of modern technical devices. Electronic delivery channels, ATMs, variety of cards, web based banking, and mobile banking are the names of few outcomes of the process of automation and computerization in Indian banking sector. Technical inventions, automation and IP based network have amplified bank's productivity and efficiency manifold. This has further led to the move from brick banking to concept of 'click banking'. The present paper attempts to analyse the applications of IT in banking sector.

2. LITERATURE REVIEW

CRM, marketing, sales, service and support and information technology and information systems. Articles falling outside these functional categories were categorized as general (2010). It was found that the most common category of CRM articles belonged to the IT & IS category, followed by the general category, the marketing, the sales and the service & support categories. There were, in relative terms, a substantial number of articles belonging to the general category (2012).

2.1 E-CRM IN BANKS

The modern banks have been striving hard to offer the best of products to customers enabling them to enjoy the latest and hassle free banking Technology, people and customer are the three elements on which hinges the success of banking in the e-millennium. Technology will be an enabler in managing the pace and quantum of change. Success in technology can be brought about by skilled human resources. In response to these technological challenges, organizations have to evolve internal capabilities and skilled human resource management which is fundamental in generating these capabilities. However, ultimately the bank's performance depends upon the satisfaction of its customers.

2.2 RESEARCH METHODOLOGY

Research comprises defining and redefining problems, formulating hypothesis on suggested solution, collection, and at last carefully listing the conclusion to determine whether they fit the formatting hypothesis. This study has done to the customers of some regional rural banks such as pallavan Grama bank through structured questionnaire and the data source of primary and secondary like Different type report and records of those companies , journals, magazines and websites of respective banks. Before going to the full-fledged data collection with 120 respondents, the questionnaire was tested with 25 respondents to measure the reliability and the end of the reliability test found the Cronbach alpha values stood as 0.58. Duration of this study was 3 months in the field of business with the target customer of 120 out of the population those who regularly making a transaction with business (loyal customer) based on

convenience sampling method. Area of study which I done at Chennai city circle , in respect of covering upper class customer those who maintain the relationship in corporate companies.

2.3 CURRENT STATUS OF E-CRM IN INDIAN BANKS

Internet have enabled banking at the click of the mouse. At present there are five functional categories for online banking sites – on line brochure center, interactive bank, e-mails, calculations and cyberbanks, which offer customers access to account information, inter-branch funds transfer and utility bill payments. Banks have tied up with service providers in telecom and power sectors like MTNL, BSES and cellular service providers for allowing their customers to make bill payments online. In India, new private sector banks like ICICI Bank, HDFC Bank, Global Trust Bank and UTI Bank, have taken the lead in e-banking. Among the foreign banks, Citibank, has noticeable presence, while others like Federal Bank, HSBC Bank, Deutsche Bank and ABN Ambro Bank, are moving towards becoming big players in e-banking.

2.4 THE USE OF E-BANKING IN KEEPING CRM

All the business either modern or traditional, supposed to follow different ways of e-banking methodology to get the work from different type of people and team in CRM implementation, based on their capacity and economic status. Here, some of modern banks had followed these types of prominent role in the platform of CRM practices to build the better brand image and social status.

S. No	Opinion	No of respondents	Percentage
1	Customer care centers	12	10
2	Customers Forum s	15	12.5
3	Service Delivery	18	15
4	Awareness camp	14	11.7
5	Feedback session	11	9.2
6	Team meetings	17	14.2
7	Product launch	15	12.5
8	Crating loyalty	18	15

Table: 1.1 Source: Primary

As per the above table, Creating loyalty and service delivery with the customer has opted by 15% out other 8 modules, follow up of Team meetings has occupied by 9.2%.Its finally end with feedback session14.2 % of the respondents.

2.5 E-CRM FUTURE PROSPECTS

McKinsey survey reveals that the global market for IT-enabled services would be $140 billion by 2008, of which $17 billion could belongs to India. Out of this, India has about $450 millions e-CRM market. To take advantage of this growing market, global giants like PeopleSoft, SAP, Baan, Nortel, Talisma Corporation, Oracle Corp., Pivotal, and Siebel Systems are planning to invest in India so as to provide e-CRM softwares and services to Indian companies including banks. This will facilitate the e-CRM in Indian banks.

S. No	Importance of communication	No of respondents	Percentage
1	Brand image	5	4.2
2	Social status	14	11.7
3	Quality of work life	15	12.5
4	Job satisfaction	16	13.3
5	Tool of motivation	18	15.0
6	Mobilizing Team spirit	13	10.8
7	Updating technology	15	12.5
8	Maximizing CRM	24	20

Table: 2.1 Source : Primary

As per the above table, Maximizing CRM has opted by 20% out of other 8 modules, follow up of Tool of motivation has occupied by 15%.Its finally end with Brand image 5% of the respondents.

4. THE SCOPE OF CRM FOR MASSIVE OPPORTUNITIES

Entire business world is sustaining in the market and competing others by the way of their effective communication. Success is the motto of all kind of business in the modern world in the track of progress of their work. Now a day the e-banking style and pattern will determine growth and standard of business. In this regard we would like to find out how well the e-banking modes will make relationship status to create and update and bring back the lost customer from the market and mainly establishing the brand.

5. RESULTS AND DISCUSSIONS

Based on the study, 55% of the respondents were highly aware and 25 % were aware about CRM activities of the company will mainly depends on its e-banking style and methods It will influence that success of business and as well as relationship management . 14% of the respondents were not highly aware about the process of e-banking activities to motivate others to reach the target on time .48% of the respondents were agree and only12 % were Strongly agree that the employee of modern business are giving proper respect to the customers and value their e-banking channel Only 10% of the respondents were agreed and only 5 % were strongly agreed that they are interested to provide feedback/ suggestions to the company. Majority (48%) of the respondents were strongly Disagreed with the same. It is noted from the analysis that maximum of the respondents are satisfied on the process of course module in different kind of communication.

7. CONCLUSION

In the modern era of business has been modified to the global level to compete everybody in the progress of success. All the modern business are having additional focus and care to sustain in the top level for a long time by doing so many process and function through different kind of programmes and systems. The major capital of business has been considered as money earlier to win. Now they all realized that customer support and back up could be a very big capital in the modern world. So all the areas of business were turns into the operation towards maximizing relationship through effective e-banking system and channel in their business protocol. This study contributed toward understanding factors that might shape and influence success or failure of CRM technology implementation in different bank set-up. Implementation of our CRM initiative should enable you to see improvements in all of these areas. A Well-executed CRM program should result in increased employee satisfaction, renewed sales confidence and improved personal productivity. In future more no research can carry forward in the aspect of CRM outlets and e-banking barriers in the Relationship management. We could strongly declare that the e-banking is a tool of relationship management in regional rural banks and brings the scope for great opportunities in the platform of success.

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